



**Office Of The Mayor
Thomas M. McMahon**

PRESS RELEASE

Mayor Tom McMahon Announces New Hire In Human Resources

Mayor Tom McMahon, Mayor of the City of Reading, Pennsylvania announced today that Mr. Joe Ayala will be accepting the position of Diversity Officer and Public Information Manager for the City of Reading, effective October 1, 2007.

Mr. Ayala has an MA in Human Behavior from San Diego, CA, and has served as Director of Marketing and Fund Development for the Centro Hispano Daniel Torres, Inc. since 2001, after retiring from the United States Marine Corps as a 21 year veteran. In addition to receiving two Navy Marine Corps Commendation Medals, he founded and served as the first commander of the only Latino American Legion Post in Pennsylvania, Post 872.

He has extensive volunteer experience serving on the Boards of Directors for Penn State University Globalization Studies Advisory Council, American Red Cross, Berks County Conservancy, and American Fundraising Professionals Berks Chapter, in addition to serving on the Stay in School Committee for the Reading School District, the 222 Corridor Anti-Gang Initiative committee, Berks County Conflict Resolution Task Force, and Berks County Disaster Crisis Outreach and Referral Team.

"I am pleased that Joe has chosen to take on this important position," stated McMahon. "He is very active in the community as a Latino advocate, and his volunteerism, business and marketing experience, will be a great assets as we continue to work with city council to make the city of Reading a more desirable place in which to live, work and raise a family. Jose makes a great addition to the administrative team that is committed to serving the citizens of the city of Reading."